R. ZIMMEHAN

PHILIP MORRIS

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120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

November 15-16, 1989

Greetings and welcome to the Maxwell House Hotel. Our meeting this week should be extremely informative as Section 31 tests a new sub generic product line and introduces Masters 1990 for Philip Morris, U.S.A. During your stay at the Maxwell House Hotel, please be directed by the following guidelines:

* Your room charges, taxes, meals, and a reasonable length telephone call to your residence are on Master billing.

* Bar charges, valet, in-room movies, and gift shop charges are of a personal nature and should be paid upon checkout.

* There are no planned evening meals or functions this week. Dining each evening is on an individual basis. If you choose to dine upstairs in the Crown Court, reservations and appropriate business attire are required. It is a Mobil Four Star Restaurant and is priced accordingly. If you choose to eat in the Crown Court, you are strongly encouraged to show some discretion in your ordering. (Please refrain from the appetizers)

* If you choose to dine out of the hotel for dinner, please be guided by previously established meal expense guidelines and charge the expense off in the normal manner.

* Enclosed is your name tag. Please wear it to all planned functions.

* Business dress is appropriate for all planned functions.

* A schedule of events is attached.

We look forward to seeing each of you this week.

Dwight Alford Ken Bearden Joel Bond Bob Tucker

KMB/klj
cc: file

OPEN

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA CAMBRIDGE ALPINE MULTIFILTER

Source: https://www.industrydocuments.ucsf.edu/docs/kzwn0004